



## GOLDEN RULES FOR CLUBS WITH > 400 MEMBERS

1. Sports clubs have an engaged, passionate audience – but perhaps they could do better to allow sponsors to leverage this.... Consider the ways your club can help put an SME's product or service in danger of being sold, create a list or register of all your clubs possible sponsorship assets, get the key people in a room and flesh this out. Its critical, and ideas will flow. Guaranteed. But you need to think about how your club can deliver on their brand, commercial and community engagement objectives and you need to get more creative than signage and logos on apparel. Use the inventory prompt 'what have you got to sell' to kick start the process.
2. Sports clubs have plenty of volunteers, a history, and a story to tell – but struggle articulate it for sponsors .... publish this content, tell the story, and capture it in your professional pitch material. Your selling tools need to be professional, a must. I cannot stress this enough it – in my professional opinion, and I have pitched to hundreds of people representing many sports – it is the difference between winning and losing a sponsor.
3. Sports clubs and Associations know their organisation makes a positive impact on their respective communities and people's lives – but cannot define it, this too needs to be told and captured in your selling tools. This type of content is what sponsors are looking for to deliver on community engagement or corporate/social responsibility objectives. Consider strategic alliances with organisations in health/social space in your community. It will help your conversion rate.
4. Clubs suspect they can provide significant 'reach' for prospective sponsors – but cannot demonstrate it.....this is just so key to success, if you can demonstrate quantitatively in your selling tools the reach you have you are then demonstrating ROI versus other mediums sponsors would already be spending on such as radio, print, digital etc
5. Clubs know their organisation has a good brand, reputation, and governance – but fail to really showcase it in their pitch. Again, these are key components in your selling tools and seriously consider a survey of your member base to get rich data on what members think of the brand so it can be used in your pitch. Why not try getting data on what your members think of prospective sponsors!?!
6. Fewer, bigger, and deeper relationships with sponsors makes sense – but they tend to have multiple lower value partners with high servicing costs. Consider making the change in your sponsorship strategy to fewer, bigger, deeper. Those already on board subscribe to your club and its impact so take steps to grow their investment and bespoke their partnership platform.



**Terry Johnston - Director**

**P.** 0419 757 896 | **E.** [info@sponsorshipready.com.au](mailto:info@sponsorshipready.com.au)

[www.sponsorshipready.com.au](http://www.sponsorshipready.com.au)



# POST COVID 19 QUICK TEST

1. Do you really know what it is your organisation has to sell?
2. Have you fleshed it out and captured it in an asset register?
3. Have you looked at the market in terms of business categories before going to market?
4. Do you have professional tools to pitch?
5. Do these tools have the right inputs? Considered what sponsors want to see?
6. Does your proposition include media equivalency?
7. Have you considered possible new sponsorship objectives given Covid 19? N.B. for a full list of sponsorship objectives see Free Sponsorship Tools
8. Have you placed a value on your organisations IP/designation?
9. Have you priced your packages correctly?
10. Do you know when to use packages and when to make a bespoke approach?



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# WHAT ARE A SPONSORS OBJECTIVES POST COVID 19?

With leaner budgets and greater expectation for return on investment sponsors will be stacking up sponsorship spend against all other marketing mediums. They will want to understand how their objectives can be delivered on in the first instance, not be bombarded with benefits that have no relevance

Below is a list of possible objectives sponsors may seek in a partnership in the future

Can your organisation deliver on any or all of these below?

- Use of intellectual property
- Positively Impact brand image
- Increase brand loyalty
- Improve brand credibility
- Increase visibility/awareness
- Stimulate sales/trial/usage of products
- Entertain clients/ prospects
- Motivation for their employees
- Showcasing support for the health and wellbeing of their employees
- Demonstrate their support for families, inclusiveness, gender quality, indigenous, me
- Showcase community responsibility
- Showcasing workplace programs around staff and customer hygiene/safety
- Product demonstration/display
- Network with co – sponsors
- Sell to co-sponsors
- Supply rights
- Media Equivalency locally and/or nationally
- Reach via Digital /social
- Access to talent
- Access to management /CEO / Board
- Experiential/Money Can't buy experiences



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# 10 TIPS ON HOW SPORTS CLUBS CAN GET AN EXTRA 10% - 20% FROM YOUR EXISTING SPONSORSHIP BASE RIGHT NOW!!!

Your incumbent sponsors already subscribe to your club and what it can deliver, they are the low hanging fruit!

1. Ask for a review meeting, revisit their objectives in light of covid 19, armed with a fresh understanding suggest you would like the opportunity to go away and prepare a pitch to deliver on these. Don't be surprised if you get a yes as SME's are looking for novel ways to get business back on track!
2. If you have been capturing all the over and above's during term of the agreement this may be leverage enough to warrant an increment
3. Revisit your sponsorship assets – call a meeting with your committee and other key stakeholders and brain storm! You will be surprised what you will come up with and it will give you more ammunition
4. Align your club with a cause, a charity, an organisation that addresses health or social issues and once you do make some noise about it and promote the fact you are looking for partners to help deliver on your objectives. Offer the opportunity to your incumbents first.
5. Organise a sponsors breakfast. Thank them for their contributions and outline your clubs plans moving forward and the areas where the club needs support. Follow up with them individually soon after.
6. Do some research within your membership base on what members think of the fit between your sponsors and the club – take this data to them and discuss ways to grow the union.
7. Think about your sponsorship servicing and how you can possibly offer an improvement in this vein
8. Introduce a unique designation for each tier of sponsorship only that tier can use
9. Create some media opportunities for your sponsors to enjoy and follow up soon after for a chat
10. Cull any sponsorships that are not working. Free up the inventory. Take it to other sponsors in bespoke pitches, particularly those in categories that are doing well during covid as there are some winners.



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# WHAT MAKES AN EFFECTIVE CLUB SPONSORSHIP COMMITTEE?

**Is it contacts in the community?**

**The ability to sell?**

**To be able to adequately convey the clubs mission and purpose?**

**Presentation skills?**

I think the people on a sponsorship committee are passionate volunteers who can tell the story of the club – convincingly – that is half the battle but the other half of the battle is won or lost around three things:

1. They have a good understanding of what the club's sponsorship assets are.
  - They have a living document always evolving that captures everything not just signage and branding
  - They get together and brainstorm this and flesh it out
  - I suggest most clubs are using one third of their true inventory and that most are not tapping into health and social issues that sponsors would love to leverage
2. They are armed with a compelling proposition or selling tools that convey how a club can compete or complement spend by SME's on other advertising mediums.
  - They can define their reach and impact
  - Their pitch is professional
  - They do not seek a philanthropic handout but offer ROI
3. They are able to understand a sponsors business objectives and know how to talk to them instead of simply benefits.
  - They bespoke their pitches based on an understanding of commercial, brand and community engagement objectives of a prospect
  - They know how to use their selling tools to get results
  - They know how to identify and target



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